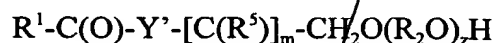


linear hydrocarbuhl chain with at least 3 hydroxyls directly connected to the chain, or an ethoxylated derivative thereof;

c. surfactants having the formula



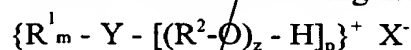
wherein R¹ is selected from the group consisting of saturated or unsaturated, primary, secondary or branched chain alkyl or alkyl-aryl hydrocarbons; said hydrocarbon chain having a length of from about 6 to about 22; Y² is selected from the following groups: -O-; -N(A)-; and mixtures thereof; and A is selected from the following groups: H; R¹; -(R²-O)_z-H; -(CH₂)_xCH₃; phenyl, or substituted aryl, wherein x is from 0 to about 3 and total z is from about 5 to about 30; each R² is selected from the following groups or combinations of the following groups: -(CH₂)_n- wherein n is from about 1 to about 4 and/or -[CH(CH₃)CH₂]-; each R⁵ is selected from the following groups: -OH; and -O(R²O)_z-H; and m is from about 2 to about 4; and

d. mixtures thereof;

3. surfactant complexes formed by one surfactant ion being neutralized with surfactant ion of opposite charge or an electrolyte ion that is suitable for reducing dilution viscosity;

4. block copolymer surfactants comprising polyethylene oxide moieties and propylene oxide moieties;

5. cationic surfactants having the formula:



wherein R¹ is selected from the group consisting of saturated or unsaturated, primary, secondary or branched chain alkyl or alkyl-aryl hydrocarbons; said hydrocarbon chain having from about 6 to about 22 carbon atoms; each R² is selected from the following groups or combinations of the following groups: -(CH₂)_n- and/or -[CH(CH₃)CH₂]-; Y is selected from the following groups: =N⁺-(A)_q; -(CH₂)_n-N⁺-(A)_q; -B-(CH₂)_n-N⁺-(A)₂; -(phenyl)-N⁺-(A)_q; -(B-phenyl)-N⁺-(A)_q; with n being from about 1 to about 4, wherein each A is independently selected from the following groups: H; C₁₋₅ alkyl; R¹; -(R²O)_z-H; -(CH₂)_xCH₃; phenyl, and substituted aryl; where x is from 0 to about 3; and each B is selected from the following groups: -O-; -NA-; -NA₂; -C(O)O-; and -C(O)N(A)-; wherein R² is defined as hereinbefore; q = 1 or 2; m + p + q = 4; total z per molecule is from about 3 to about 50; and X⁻ is an anion which is compatible with fabric softener actives and adjunct ingredients; and

6. mixtures thereof;

E. optionally, from 0 to about 15% perfume; and

1. **General Information**
 Name: [Name]
 Address: [Address]
 City: [City] State: [State] Zip: [Zip]
 Phone: [Phone]
 Date: [Date]

2. **Subject**
 Title: [Title]
 Author: [Author]
 Edition: [Edition]
 Publisher: [Publisher]
 Year: [Year]

3. **Summary**
 [Summary text]

4. **Analysis**
 [Analysis text]

5. **Conclusion**
 [Conclusion text]

6. **References**
 [References list]

7. **Appendix**
 [Appendix content]

8. **Index**
 [Index content]

9. **Notes**
 [Notes content]

10. **Comments**
 [Comments content]

F. the balance water

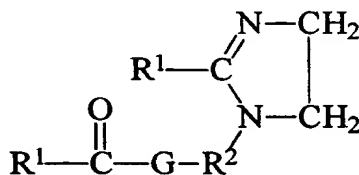
wherein said electrolyte and said phase stabilizer, when present, provide at least one improvement selected from: lower dilution viscosity; the same, or better, stability with less principal solvent; and/or the use of principal solvents with a ClogP outside the range of from about 0.15 to about 0.64.

2. The composition of Claim 1 which is a clear, or translucent, liquid fabric softener composition wherein said principal solvent has a ClogP of less than about 0.15 or more than about 0.64 and said electrolyte improves the clarity and/or translucency of said composition.
3. The composition of Claim 1 or Claim 2 wherein said electrolyte is required to provide a composition having a G' of ≤ 20 Pa and a G'' of ≤ 6 Pa wherein G' and G'' are measured on diluted compositions with maximum viscosity, optionally over a strain range of from about 0.1 to about 1.
4. The composition of any of Claims 1-3 wherein said principal solvent has a ClogP of from about -2.0 to about 2.6, preferably from about -1.7 to about 1.6, and is present at a level that would not provide a stable composition in the absence of said electrolyte and/or said phase stabilizer.
5. The composition of any of Claims 1-4 wherein either: (1) said fabric softener is present at a level of from about 13% to about 75% and has a phase transition temperature of less than about 35°C; said principal solvent is present at a level of from about 1% to about 25% and has a ClogP of from about -1 to about 1.6; and the level of said electrolyte is from about 0.75% to about 2.5% by weight of the composition; or (2) said fabric softener has a phase transition temperature of less than about 20°C; said principal solvent is present at a level of from about 3% to about 8% and has a ClogP of from about -1 to about 1; and the level of said electrolyte is from about 1% to about 2% by weight of the composition; or (3) wherein said fabric softener has a phase transition temperature of less than about 10°C.
6. The composition of any of Claims 1-5 wherein said fabric softener is biodegradable softener active selected from the group consisting of:

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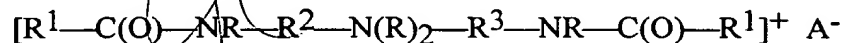
- $$\left[\begin{array}{c} \text{R}^1 - \text{C}(=\text{O}) - \text{G} - \text{R}^2 \\ | \\ \text{N}^+ - \text{CH}_2 \\ || \quad | \\ \text{N} - \text{CH}_2 \end{array} \right] \quad \text{A}$$

(3) softener having the formula:



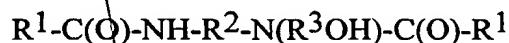
(4) reaction products of substantially unsaturated and/or branched chain higher fatty acids with dialkylenetriamines in, e.g., a molecular ratio of about 2:1;

- (5) softener having the formula:



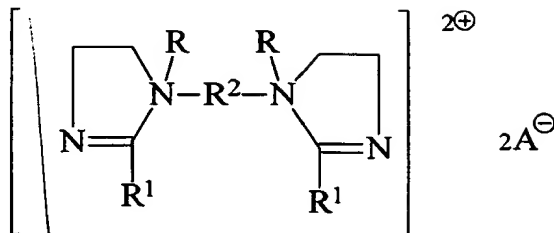
wherein R, R¹, R², R³ and A are defined as above;

- (6) the reaction product of substantially unsaturated and/or branched chain higher fatty acid with hydroxyalkylalkylenediamines in a molecular ratio of about 2:1, said reaction products containing compounds of the formula:



wherein R^1 , R^2 and R^3 are defined as above;

(7) softener having the formula:

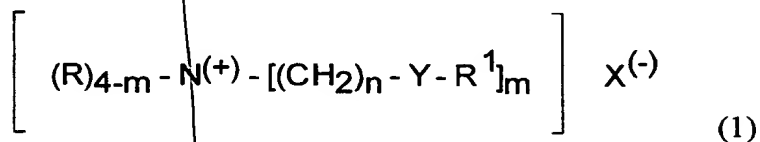


wherein R , R^1 , R^2 , and A^- are defined as above; and

(8) mixtures thereof;

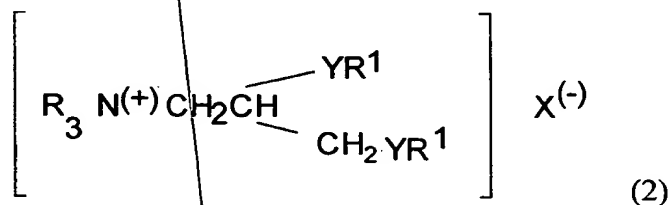
7. The composition of Claim 1 wherein said fabric softener is selected from the group consisting of:

(1) compounds having the formula:



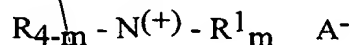
wherein each R substituent is hydrogen or short chain C_1 - C_6 alkyl or hydroxyalkyl group, benzyl, or mixtures thereof; each m is 2 or 3; each n is from 1 to about 4; each Y is $-\text{O}-(\text{O})\text{C}-$, or $-\text{C}(\text{O})-\text{O}-$; each R^1 is a hydrocarbyl, or substituted hydrocarbyl, group, the sum of carbons in each R^1 , plus one when Y is $-\text{O}-(\text{O})\text{C}-$, being C_{12} - C_{22} ; the average Iodine Value of the parent fatty acid of the R^1 group being from about 40 to about 140; and wherein the counterion, X^- is any softener-compatible anion;

2. softener having the formula:



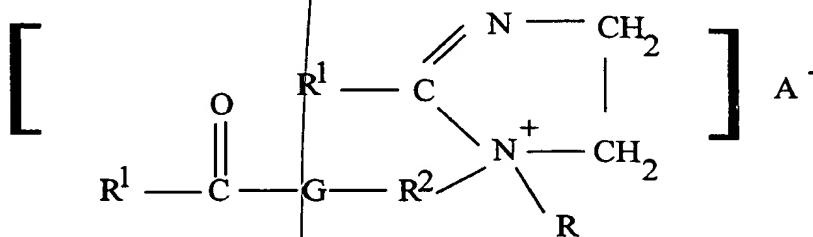
wherein each Y , R , R^1 , and $X^{(-)}$ have the same meanings as before;

3. softener having the formula:



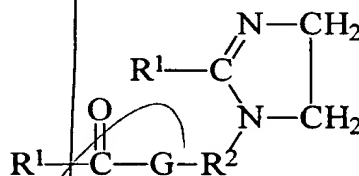
wherein each m is 2 or 3, each R^1 is a C_6 - C_{22} , but no more than one being less than about C_{12} and then the other is at least about 16, hydrocarbyl, or substituted hydrocarbyl substituent, where the Iodine Value is from about 70 to about 140 with a cis/trans ratio of from about 1:1 to about 50:1; each R is H or a short chain C_1 - C_6 alkyl or hydroxyalkyl group, group, benzyl, or $(R^2 O)_{0-4}H$ wherein R^2 is a C_1 - C_6 alkylene group; and A^- is a softener compatible anion;

4. softener having the formula:



wherein each R, R^1 , and A^- have the definitions given above; each R^2 is a C_1 - C_6 alkylene group; and G is an oxygen atom or an -NR- group;

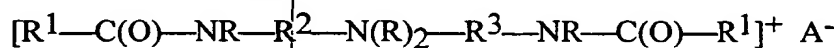
5. softener having the formula:



wherein R^1 , R^2 and G are defined as above;

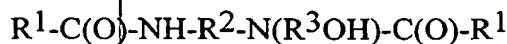
6. reaction products of substantially unsaturated and/or branched chain higher fatty acids with dialkylenetriamines in, e.g., a molecular ratio of about 2:1;

7. softener having the formula:



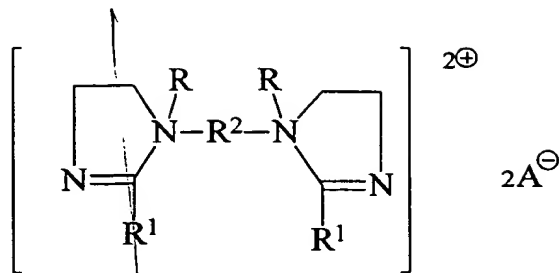
wherein R, R^1 , R^2 , R^3 and A^- are defined as above;

8. the reaction product of substantially unsaturated and/or branched chain higher fatty acid with hydroxyalkylalkylenediamines in a molecular ratio of about 2:1, said reaction products containing compounds of the formula:



wherein R^1 , R^2 and R^3 are defined as above;

9. softener having the formula:



wherein R, R¹, R², and A⁻ are defined as above; and

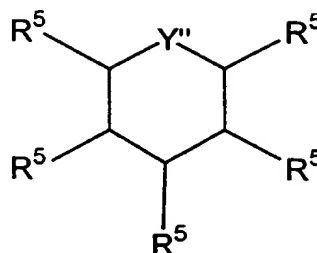
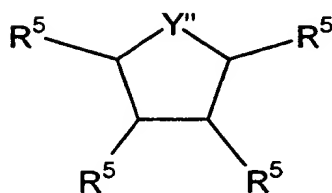
10. mixtures thereof.

8. The composition of any of Claims 1-7 wherein said principal solvent has a ClogP of either: (1) from about -2 to less than 0.15; (2) from about -1.7 to less than 0.15; (3) from about -1 to less than 0.15; (4) from more than 0.64 to about 2.6; (5) from more than 0.64 to about 2.0; (6) from more than 0.64 to about 1.6; (7) from more than 1 to about 2.6; (8) from more than 1 to about 2.0; or (9) from more than 1 to about 1.6.

9. The composition of any of Claims 1-8 wherein said electrolyte is selected from the group consisting of: MgI_2 , MgBr_2 , MgCl_2 , $\text{Mg}(\text{NO}_3)_2$, $\text{Mg}_3(\text{PO}_4)_2$, $\text{Mg}_2\text{P}_2\text{O}_7$, MgSO_4 , magnesium silicate, NaI , NaBr , NaCl , NaF , $\text{Na}_3(\text{PO}_4)$, NaSO_3 , Na_2SO_4 , Na_2SO_3 , NaNO_3 , NaIO_3 , $\text{Na}(\text{PO}_4)_3$, $\text{Na}_4\text{P}_2\text{O}_7$, sodium silicate, sodium metasilicate, sodium tetrachloroaluminate, sodium tripolyphosphate, $\text{Na}_2\text{Si}_3\text{O}_7$, sodium zirconate, CaF_2 , CaCl_2 , CaBr_2 , CaI_2 , CaSO_4 , $\text{Ca}(\text{NO}_3)_2$, KI , KBr , KCl , KF , KNO_3 , KIO_3 , K_2SO_4 , K_2SO_3 , $\text{K}(\text{PO}_4)_3$, $\text{K}_4(\text{P}_2\text{O}_7)$, potassium pyrosulfate, potassium pyrosulfite, LiI , LiBr , LiCl , LiF , LiNO_3 , AlF_3 , AlCl_3 , AlBr_3 , AlI_3 , $\text{Al}_2(\text{SO}_4)_3$, $\text{Al}(\text{PO}_4)$, $\text{Al}(\text{NO}_3)_3$, aluminum silicate, hydrates of these salts, salts with mixed sodium, potassium, magnesium and/or calcium cations, and mixtures thereof.

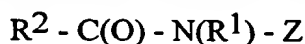
10. The composition of any of Claims 1-9 wherein said phase stabilizer is either: (1) nonionic surfactant derived from saturated and/or unsaturated primary, secondary, and/or branched, amine, amide, amine-oxide fatty alcohol, fatty acid, alkyl phenol, and/or alkyl aryl carboxylic acid compounds, each having either: (a) from about 6 to about 22 carbon atoms in an alkyl or alkylene chain, wherein at least one active hydrogen of said compound is ethoxylated with ≤ 30 ethylene oxide moieties to provide an HLB of from about 8 to about 20; or (b) from about 8 to about 18 carbon atoms in the alkyl or alkenyl chain and either contains from about 5 to about 15 of said ethylene oxide moieties to provide an HLB of from about 10 to about 18; or from about 8 to about 12 of said ethylene oxide moieties to provide an HLB of from about 11 to about 15; (2) nonionic surfactants with substantial head groups selected from:

a. surfactants having the formulas:



wherein Y'' = N or O; and each R⁵ is selected independently from the following: -H, -OH, -(CH₂)_xCH₃, -O(OR²)_z-H, -OR¹, -OC(O)R¹, and -CH(CH₂-(OR²)_z-H)-CH₂-(OR²)_z-C(O)R¹, x and R¹ are as defined above and z, z', and z'' is from about 5 to about 20;

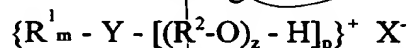
b. polyhydroxy fatty acid amide surfactants of the formula:



wherein: each R¹ is H, C₁-C₄ hydrocarbyl, C₁-C₄ alkoxyalkyl, or hydroxyalkyl; R² is a C₅-C₂₁ hydrocarbyl moiety; and each Z is a polyhydroxyhydrocarbyl moiety having a linear hydrocarbyl chain with at least 3 hydroxyls directly connected to the chain, or an ethoxylated derivative thereof; and

c. mixtures thereof;

- (3) surfactant complex formed by one surfactant ion being neutralized with surfactant ion of opposite charge or an electrolyte ion that is suitable for reducing dilution viscosity;
- (4) block copolymer surfactant comprising polyethylene oxide moieties and propylene oxide moieties; and/or
- (5) cationic surfactants having the formula:



wherein R¹ is selected from the group consisting of saturated or unsaturated, primary, secondary or branched chain alkyl or alkyl-aryl hydrocarbons; said hydrocarbon chain having from about 6 to about 22 carbon atoms; each R² is selected from the following groups or combinations of the following groups: -(CH₂)_n- and/or -[CH(CH₃)CH₂]-; Y is selected from the following groups: =N⁺-(A)_q; -(CH₂)_n-N⁺-(A)_q; -B-(CH₂)_n-N⁺-(A)₂; -(phenyl)-N⁺-(A)_q; -(B-phenyl)-N⁺-(A)_q; with n being from about 1 to about 4, wherein each A is independently selected from the following groups: H; C₁₋₅ alkyl; R¹; -(R²O)_z-H; -(CH₂)_xCH₃; phenyl, and substituted aryl; where 0 ≤ x ≤ about 3; and each B is selected from the following groups: -O-; -NA-; -NA₂; -C(O)O-; and -

or, alternatively, wherein R¹ is an alkyl group which contains from about 12 to about 18 carbon atoms; total z = from about 5 to about 16; A is a C₂ alkyl group and X is ethyl sulfate.

11. The composition of any of Claims 1-10 wherein said composition either: (1) has $G' \leq 20$ Pa and $G'' \leq 6$ Pa sec.; (2) has $G' \leq 3$ Pa and $G'' \leq 2$ Pa sec.; or (3) has $G' \leq 1$ Pa and $G'' \leq 1$ Pa sec., as measured on dilute solutions with maximum viscosity, preferably over a strain range of from about 0.1 to about 1.0.